. . THE . .

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd

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KINEGRAMS

NEWS AND NOTES FROM EVERYWHERE.

We are pleased to note that the manufacturers are getting into line concerning the matter of release date. We have been at a loss to understand why Wednesday and Sunday should have been selected as suitable dates, and the fact that so many feature films have been working on the day of release has effectually spoilt them for further bookings in the same locality. The latest firm to announce that their release dates in future will be Monday and Thursday is the Cines Co., whose releases from May 12th will come under this new rule.

Our Cardiff house has now produced a special supplement to the KINETRADOGRAM for circularising among Welsh showmen. A copy of the current issue will be forwarded to any showman interested on application to our office at Metropole Buildings, the Hayes, Cardiff.

The title of the new musical play at the Gaiety Theatre indicates to some extent the sway which the moving picture has in public life. This, of course, is not the first instance in which the Kinema has been the subject of a stage play, but the present case is of special interest to us in view of our recent association with Mr. George Grossmith, who takes the part of a film actor in the Gaiety piece.

It may not be generally known that we review a number of new Feature films every Wednesday evening at our Head Offices, and any customer in town will be heartily welcomed. This gives an opportunity of keeping up to date in the matter of Feature films. We start at 6 p.m. prompt.

THE LOOKER-ON.

SOME REASONS WHY.

There are doubtless many readers of this paper who have not as yet had a single transaction with the Kinematograph Trading Company. For the benefit of these, we give below in tabloid form some sound arguments in our favour.

1. All purchases of films both for Programme and Feature use are made entirely on the merits of the various productions, without the slightest consideration of discount, and without bias in favour of any particular manufacturer. Therefore our purchases represent the cream of the world's productions.
2. The whole of the staff are interested in the business under a profit-sharing scheme. This secures for every customer that closeness of attention which is usually associated with direct dealings with the principal.
3. Each department manager is personally for his branch of the business. Each is given an entirely free hand in the matter of buying, and this system naturally encourages that initiative which is so essential if the showman is to get the very best treatment from his renter. Once every month these department managers meet the managing director, and points in connection with the development of the business are discussed. This ensures the business being conducted in an up-to-the-minute manner.
4. All factors making for delay in delivery of films are eliminated. In cases where films are booked to places where there is likely to be delay in transit they are kept on the shelf for the following three days, to obviate any possible annoyance to a man whose booking follows. As regards London bookings, a fee is given to all operators returning their films before midnight on Wednesday. For the convenience of these operators, and for the better handling of the railway despatch work, our offices are open all night on Wednesdays and Sundays, and of course on Sunday morning.
5. The annoyance of receiving a film in a dirty condition or without sufficient titles is obviated by our cleaning department, which takes in hand all films requiring attention in this direction.
6. The subject of poster advertising is becoming increasingly important to showmen, and we have made every endeavour to bring this department to a high state of efficiency. It is extremely difficult to estimate the number of posters required for each film owing to the varying needs of exhibitors, we therefore find it the best policy to order posters in exceptionally large quantities, even at a risk of involving loss to ourselves.
7. We make a speciality of handling all correspondence by return post, and as regards other means of communicating with customers we would point out that we have three telephone lines so that all subscribers should have no difficulty in becoming connected immediately (subject, of course, to the whims of the exchange operators). All telegrams sent to us come direct into our offices from the G.P.O. by means of the telewriter, the wonderful instrument which writes by wire. Our telegraphic address is "Gramofilm, Telew, London."

If the above "Reasons Why" interest you in us, why not give us a chance to show how we can serve you? If you require enlightenment on any point not dealt with above, our correspondence department will be most happy to deal with it at length.

"A DUEL IN THE DARK"

WILL FILL YOUR THEATRE.

GET IT FOR YOUR TOWN NOW.

A Striking Poster.

Our Next Exclusive.

The above illustration represents the six-sheet posters for our Exclusive

"A Gipsy Girl's Romance,"

Released on April 21st.

FEATURE FILMS.

These films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	April 14	April 17	April 21	April 24	April 28	May 1	May 5	May 8	Posters.
	Red and White Roses	2221	Vita.	April 12	—	—	80/-	80/-	70/-	70/-	60/-	60/-	—
	Kathleen Mavourneen	2000	Edison	April 19	—	—	—	100/-	80/-	80/-	60/-	60/-	—
	When Lee Surrenders	2000	K.B.	April 28	First	vacan	cy M	ay 19t	h, £6	week			—
	Annette Kellerman	500	—	—	—	—	30/-	30/-	30/-	30/-	30/-	30/-	—
905	The Cowboy Millionaire	1965	Selig	May 25		First	vacan	cy M	ay 26t	h, £10	week.		—
906	The Bread of the People	2500	Contl.	May 4	—	—	—	—	—	—	—	130/-	Q.C. 6 sh., 8 sh.
2960	By Unseen Hands	2270	Cines	Mar. 31	—	65/-	65/-	60/-	60/-	50/-	40/-	40/-	6 sheet, 8 sheet
902	A Human Target	2000	Ambros.	Apr. 20	—	—	100/-	100/-	—	—	70/-	70/-	Q.C. 6 s., 8 s., 16 s.
903	At the Prompting of the Devil	2025	Hep.	Apr. 27	—	—	—	—	100/-	100/-	90/-	90/-	6 sh. (2 varieties)
904	Gold from the Gutter	2588	Nordisk	Apr. 7	110/-	100/-	90/-	90/-	—	—	—	—	6 sh. (2 varieties)
896	The Mystery of the Corner House	2844	Nordisk	Mar. 31	—	90/-	80/-	80/-	—	—	60/-	60/-	Q.C. 6 sh., 8 sh.
897	From the Depths of the Sea	1950	Cosmo.	Mar. 30	—	—	—	—	40/-	40/-	—	40/-	Q.C. 6 sheet
895	On Secret Service	2300	K. B.	Mar. 16	45/-	45/-	40/-	40/-	30/-	30/-	20/-	20/-	Q.C. 6 sheet
898	The Keeper of the Secret	2635	Cines	Mar. 26	90/-	80/-	70/-	—	—	60/-	50/-	50/-	Q.C. 6 sheet
899	Aurora Floyd	2000	Than.	April 10	—	—	—	70/-	60/-	60/-	50/-	50/-	Q.C. 8 sheet
900	Vengeance	2000	Imp	April 3	—	—	—	50/-	40/-	40/-	40/-	40/-	Q.C. 6 sh., 8 sh.
901	John Sterling, Alderman	1874	Imp	Mar. 20	50/-	40/-	30/-	30/-	25/-	25/-	20/-	20/-	6 sheet, 12 sheet
891	Balaoo	2100	Eclair	April 6	—	—	—	—	60/-	60/-	50/-	50/-	Q.C. 6 sh., 8 sh.
892	The Vengeance of Durand	2027	Vita.	April 5	—	80/-	70/-	70/-	60/-	60/-	50/-	50/-	4 sheet, 8 sheet
893	Oil and Water	1546	A.B.	April 6	—	—	40/-	40/-	—	30/-	20/-	20/-	6 sheet
894	Re-incarnation of Karma	1886	Vita.	Mar. 22	—	—	—	—	30/-	30/-	20/-	20/-	Q.C. 6 sheet
886	A Woman's Honour	2400	Dansk.	Mar. 13	—	—	50/-	40/-	40/-	30/-	20/-	20/-	6 sheet, 12 sheet
887	Escape of White-glove Gang	2500	Gau.	Mar. 23	70/-	70/-	60/-	60/-	50/-	50/-	40/-	40/-	Q.C.
888	The Card Sharpers	2056	Cines	Mar. 5	—	—	—	25/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
890	The Sacrifice	2772	Nor.	Mar. 16	—	—	60/-	60/-	—	—	40/-	40/-	Q.C. 6 sheet
882	Billy's Burglar	1722	Vita.	Mar. 8	—	—	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
883	A Strong Man's Love	2095	Claren.	Mar. 30	60/-	60/-	50/-	50/-	40/-	40/-	30/-	30/-	Q.C. 6 sheet
884	The Star of Bethlehem	2000	Than.	Mar. 15	50/-	50/-	—	40/-	—	35/-	30/-	30/-	Q.C. 6 sheet
885	Called Back	2000	Than.	Apr. 2	80/-	—	—	—	60/-	60/-	50/-	50/-	Q.C.
2726	Nora's Debt of Honour	1245	Claren.	Jan. 27	—	—	15/-	15/-	10/-	10/-	10/-	10/-	Q.C.
2809	Triangle	1210	Selig	Feb. 20	15/-	15/-	15/-	15/-	10/-	10/-	10/-	10/-	Q.C.
	Cracksman's Daughter	1665	C. & M.	Mar. 6	25/-	25/-	20/-	20/-	15/-	15/-	10/-	10/-	Q.C.
878	Blow for Blow	2400	Cines	Mar. 12	50/-	40/-	30/-	—	25/-	25/-	20/-	20/-	Q.C. 6 sh., 8 sh.
	[illegible] Jackson	2090	Lux.	Mar. 5	—	—	30/-	30/-	25/-	25/-	20/-	20/-	8 sheet

2809	Triangle	1210	Selig	Feb. 20	15/-	15/-	15/-	15/-	10/-	10/-	10/-	10/-	Q.C.
	Cracksman's Daughter	1665	C. & M.	Mar. 6	25/-	25/-	20/-	20/-	15/-	15/-	10/-	10/-	Q.C.
878	Blow for Blow	2400	Cines	Mar. 12	50/-	40/-	30/-	—	25/-	25/-	20/-	20/-	Q.C. 6 sh., 8 sh.
	Detective Dickson	2090	Lux.	Mar. 5	—	—	30/-	30/-	25/-	25/-	20/-	20/-	8 sheet
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	—	—	70/-	70/-	60/-	60/-	50/-	50/-	4 sheet, 16 sheet
874	"Tigris"	3950	Tyler	Mar. 16	—	90/-	80/-	80/-	70/-	70/-	60/-	60/-	Q.C. 4 s., 8 s. 16 s.
875	James Patterson, Detective	2300	Duskes	Feb. 27	—	—	30/-	—	—	—	—	20/-	Q.C. 4 sh., 8 sh.
876	Romeo and Juliet	2000	Thanhouser	Mar. 8	40/-	—	30/-	30/-	25/-	—	20/-	20/-	Q.C. 6 sheet
877	A Hero of the Mountains	2930	Eiko	Mar. 16	—	60/-	—	—	—	—	—	—	Q.C. 6 sh., 8 sh.
2773	Merchant of Venice	2000	Thanhouser	Feb. 10	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
2734	His Brother's Crime	2248	Cines	Jan. 30	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
2733	Paul Sleuth, Burglary Syndicate	1140	C. & M.	Jan. 30	15/-	15/-	15/-	15/-	15/-	15/-	10/-	10/-	Q.C.
870	The Law of the West	2500	Bison	Feb. 2	—	30/-	25/-	—	20/-	20/-	15/-	15/-	6 sheet Q.C.
871	The Secret of the Mine	2000	Lux.	Feb. 1	—	—	20/-	20/-	20/-	20/-	15/-	15/-	Q.C. 8 sheet
872	A Life for a Life	2322	Cines	Feb. 15	25/-	25/-	—	—	20/-	20/-	15/-	15/-	8 sheet Q.C.
866	Salome	2350	Savoia	Feb. 8	—	—	20/-	—	20/-	20/-	15/-	15/-	8 sheet Q.C.
867	The Secret of the Safe	2778	Cines	Feb. 22	40/-	—	—	—	20/-	20/-	15/-	15/-	6 sheet Q.C.
868	As you like it	3115	Vita.	Feb. 8	30/-	30/-	25/-	25/-	20/-	20/-	15/-	15/-	Q.C.
857	The Shaughraun	3000	Kalem.	Mar. 16	—	70/-	—	—	—	—	—	—	2 sh., 6 sh., 12 sh.
863	The Devil's Daughter	3008	Nordisk	Feb. 16	35/-	—	30/-	30/-	25/-	25/-	20/-	20/-	4 sh., 6 sh., 12 sh.
864	At the Foot of the Scaffold	1925	Hepworth	Feb. 9	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	Q.C. 6 sheet
865	Undine	2000	Thanhouser	Feb. 22	—	—	—	20/-	15/-	15/-	10/-	10/-	Q.C. 6 sheet
861	The Smouldering Spark	1500	Selig	Feb. 9	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	Q.C. 6 sheet
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	—	—	—	—	25/-	25/-	20/-	20/-	Q.C. 6 sh., 8 sh.
854	The Crooked Path	2137	Lubin	Feb. 2	—	—	15/-	15/-	15/-	15/-	10/-	10/-	Q.C. 6 sh., 12 sh.
855	The Stolen Symphony	2023	Lubin	Feb. 16	—	—	—	20/-	15/-	15/-	10/-	10/-	6 sh., 12 sh. Q.C.
856	The Kerry Gow	2770	Kalem	Feb. 9	30/-	—	—	—	20/-	20/-	15/-	15/-	Q.C. 6 sh., 12 sh.
858	The Stolen Treaty	3165	Nordisk	Feb. 2	30/-	30/-	25/-	25/-	20/-	20/-	15/-	15/-	6 sheet, 8 sheet
853	The Panther's Prey	1920	Gaumont	Jan. 5	20/-	20/-	15/-	15/-	15/-	15/-	10/-	10/-	Q.C. 8 sheet
852	A Race for an Inheritance	2400	Gaumont	Dec. 26	—	—	—	15/-	15/-	15/-	10/-	10/-	4 sheet, 8 sheet
848	At the Risk of her Life	2800	Cosmo	Jan. 26	30/-	30/-	25/-	25/-	20/-	20/-	15/-	15/-	—
844	The Woman in White	2000	Than.	Jan. 22	—	20/-	15/-	—	15/-	15/-	10/-	10/-	6 sheet Q.C.
840	Kings of the Forest	1800	Selig	Jan. 19	20/-	20/-	15/-	15/-	15/-	15/-	10/-	10/-	6 sheet Q.C.
842	Father	3485	Itala	Jan. 19	30/-	—	25/-	25/-	20/-	20/-	15/-	15/-	6 sheet, 8 sheet
841	The Black Mask	2950	Am Re.	Jan. 11	30/-	30/-	25/-	25/-	20/-	20/-	15/-	15/-	8 sheet Q.C.
847	The Mills of the Gods	3079	Vita.	Jan. 9	—	—	25/-	25/-	20/-	20/-	15/-	15/-	—
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	—	30/-	25/-	25/-	20/-	20/-	15/-	15/-	6 sheet Q.C.
843	Nicholas Nickleby	2000	Than.	Jan. 1	20/-	—	15/-	15/-	15/-	15/-	10/	10/-	6 sheet Q.C.
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	20/-	20/-	15/-	15/-	15/-	15/-	10/-	10/-	4 sheet, 8 sheet
838	The Three Comrades	2362	Nor.	Dec. 22	—	—	15/-	15/-	15/-	15/-	10/-	10/-	6 sheet
812	Monte Cristo	3150	Selig	Jan. 5	25/-	25/-	20/-	20/-	15/-	15/-	10/-	10/-	12 sheet, 6 sh. Q.C.
831	The Massacre	2150	A. B.	Dec. 19	15/-	15/-	15/-	15/-	15/-	15/-	10/-	10/-	12 sheet, 6 sh. Q.C.
835	Nick Winter & the Stolen Favourite	3390	Pathé	Dec. 14	35/-	35/-	30/-	30/-	20/-	20/-	15/-	15/-	16 sh. Q.C., 4 sh.
824	The Mine Owner	2525	Contl.	Dec. 12	25/-	25/-	20/-	20/-	15/-	15/-	10/-	10/-	6 sheet Q.C.
846	The Badminton Hunt	1250	Barker	Dec. 8	10/-	—	10/-	10/-	10/-	10/-	10/-	10/-	Q.C.
845	When Bacchus Reigns	2380	Nor.	Dec. 1	20/-	20/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet

FEATURE FILMS—*Continued.*

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	April 14	April 17	April 21	April 24	April 28	May 1	May 5	May 8	Posters.
826	Builders of the Empire	2390	Bison	Dec. 1	20/-	20/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet Q.C.
830	A Sister's Ordeal	2990	Cines	Nov. 30	25/-	25/-	20/-	—	15/-	15/-	10/-	10/-	6 sheet, 4 sh. Q.C.
825	The Broken Sword	3000	Duskes	Nov. 28	25/-	25/-	20/-	—	15/-	15/-	10/-	10/-	4 sheet
832	Rip Van Winkle	2099	Vita.	Nov. 28	20/-	20/-	15/-	15/-	10/-	10/-	10/-	10/-	Q.C.
833	All in Vain	2000	Nor.	Nov. 25	20/-	20/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet, 8 sheet
827	A High Stake	2663	Nor.	Nov. 23	30/-	30/-	30/-	30/-	20/-	20/-	15/-	15/-	6 sheet
829	Plot and Counterplot	2827	Cines	Nov. 23	30/-	30/-	30/-	30/-	20/-	20/-	15/-	15/-	8 sheet Q.C.
822	'Twixt Life and Death	2000	Ambr.	Nov. 10	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	8 sheet
818	The Cry of the Children	2000	Than.	Nov. 9	15/-	15/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet Q.C.
810	Under Two Flags	2000	Than.	Nov. 9	15/-	15/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet Q.C.
803	The Bohemian Girl	3000	Rep.	Nov. 9	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	6 sheet
828	A Clown's Revenge	2352	Nor.	Nov. 9	25/-	25/-	25/-	25/-	20/-	20/-	15/-	15/-	6 sheet
820	Siegfried	2660	Ambr.	Nov. 4	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	8 sheet, 4 sheet
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	8 sheet
817	His Lost Memory	2171	Nor.	Nov. 2	20/-	20/-	20/-	20/-	15/-	15/-	10/-	10/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	17/6	17/6	17/6	17/6	15/-	15/-	10/-	10/-	6 sheet, 8 sheet
783	Oliver Twist	3700	Hep.	Oct. 24	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	6 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	35/-	35/-	35/-	35/-	35/-	35/-	30/-	30/-	8 sheet
799	The Fatal Ring	3000	Gau.	Oct. 6	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	4 sheet
798	The French Spy	2900	Vita.	Oct. 3	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	8 sheet Q.C.
770	When Love Dies	2350	Nor.	—	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	6 sheet
589	Tale of Two Cities	3034	Vita.	—	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	—
804	Leap to Death	2800	Cosmo.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	6 sheet 8 Q.C.
815	Charge of the Light Brigade	1025	Edison	Oct. 25	15/-	15/-	15/-	15/-	15/-	15/-	10/-	10/-	6 sheet
808	The Flooded Mine	2160	Claren.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	6 sheet Q.C.
807	The Greed for Gold	3145	Pathé	Oct. 26	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	—
—	Lolotte (Cafe Chantant Singer)	2000	—	—	40/-	40/-	40/-	40/-	40/-	40/-	30/-	30/-	6 sheet Q.C.
—	Black Panther	3000	—	—	40/-	40/-	40/-	40/-	40/-	40/-	30/-	30/-	Q.C., 4 sh., 8 sh.
—	Dante's Inferno (Helios)	1100	—	—	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	D.C., 4 sh., 16 sh.
—	Daughter's Sacrifice	1500	—	—	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	6 sheet
—	Only a Jew	1500	—	—	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	6 sheet
—	Black Blood	3000	—	—	30/-	30/-	—	30/-	30/-	30/-	20/-	20/-	6 sheet, 12 sheet
—	The Ring That Binds	3000	—	—	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	Q.C., 6 sheet
—	Drummed Out	2500	—	—	30/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	Q.C., 12 sheet
—	Thro' Trials to Victory	2500	—	—	20/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	6 sheet
—	The Rights of Youth	2500	—	—	20/-	30/-	30/-	30/-	30/-	30/-	20/-	20/-	6 sheet

EXCLUSIVE DEPARTMENT.

As our regular readers will have noticed, our Exclusive department has developed considerably of late, and is now on entirely re-organised lines. There is no doubt that the Exclusive film is a necessity to the showman to-day, and his requirements in that direction are being admirably catered for in our three current productions.

First and foremost the "George Grossmith-Phyllis Dare" Dance film is meeting with the unqualified approval of exhibitors in all parts of the country, and this reception has taught us a great deal as to the pulling powers of a big name. We have something startling coming in this direction, by the way. Publicity matter for this film consists of a quad crown and six-sheet poster, the latter by the famous poster artist Mr. E. P. Kinsella, a charming four-page synopsis at 25/- the thousand (imprinted with your own name, etc.), and collotype postcards, in two varieties, also at 25/- per thousand.

"A Gipsy Girl's Romance," which is released on April 21st, is a splendid example of Continental work. The story, as given in No. 12 of the KINETRA-DOGRAM, is a comparatively simple one, and special attention has been paid to the choice of sub-titles, all of which have been written and arranged in England, thus giving a touch to the film which is usually absent in Exclusives hailing from the Continent. Some idea of the attractive six-sheet poster which we are issuing with this film will be gained by the reproduction, on page three, which, however, does not do it full justice. A clever little quad-crown poster, depicting the duel scene, is also prepared and will be illustrated next week. The hire terms for this picture are as follows:—

April 21st, £11.	May 5th, £9.
April 28th, £10.	May 12th, £8.

We had hoped to have published a synopsis of our next big picture, **"A Duel in the Dark,"** this week, but will have to postpone same owing to pressure on our space. It will be of interest, however, to note that this production comes from the same studio as **"A Gipsy Girl's Romance,"** and the same capable cast are employed.

"THE PERFECT WOMAN."

Annette Kellerman, whose measurements tally in almost every respect with those of the Venus de Milo, created a great sensation when she appeared recently at the Palace Theatre, London.

An attractive five hundred footer, showing some graceful evolutions, together with swimming and diving exercises, by this clever and attractive lady, is now available at the rates mentioned in our Feature list. We are having a special quad-crown poster made of a style likely to create great interest among your patrons.

"A Gipsy Girl's Romance"

:: :: IS A STORY OF :: ::

STRONG HUMAN INTEREST

Book it NOW.

LATEST PURCHASES.

"A SPORTING CHANCE."

Lion's Head. *2,000 feet.* *Released May 1st.*

This English feature should be a big success. Dealing with an essentially British subject in an orthodox melodramatic manner it should go with all classes of the British public. The five-round knuckle fight round which the story is told is a sight worth seeing and we can confidently recommend the picture to all showmen.

First vacancy May 5th. £9 the week.

"THE MAN IN THE WHITE CLOAK."

Nordisk. *2,398 feet.* *Released April 28th.*

It has always seemed remarkable to us that the theme of buried treasure has not received more attention at the hands of picture-play producers. It is a fascinating one for young and old. When we say that the Nordisk Co. have produced a feature in which this fascinating subject is allied to the doings of a young man whose ancestor appears as a ghostly visitant and guides him to a store of hidden wealth, our showmen friends will be able to gauge its drawing powers without any further comment from us. The double photography necessary in the ghost scenes is wonderfully done, indeed we do not remember having seen its equal before.

First vacancy May 5th. £10 the week.

"THE MYSTERY OF THE YELLOW ROOM."

Eclair. *3,000 feet.* *Released April 17th.*

Lovers of the detective story will find their tastes admirably catered for in this latest Eclair. Of the making of detectives there seems to be no end, and this latest creation strikes a somewhat new note. There is a tendency to comedy in some of the passages which is perhaps a welcome change in these days of long dramatic feature films. An admirable picture, and one which is likely to have a very successful run.

First vacancy April 28th. £10 the week.

George Grossmith & Phyllis Dare

Will fill your Hall,

BOOK IT TO-DAY.

ST. CLEMENTS PRESS, 38, Gracechurch Street, E.C., and Kingsway, W.C.